

Now with Electronic Color Stripping!

PhotoMac®



Color Desktop Publishing Software for the Macintosh

Version 1.1



PhotoMac® 1.0 won *MacUser's*
1989 Eddy Award for Best
New Image Processing
Software (Color).

PhotoMac® version 1.1 brings dazzling color images to your Macintosh™ desktop. Real, photographic images you can manipulate, retouch, and color correct in 24-bit color. You design exactly the image you want. And PhotoMac® software generates the color proofs and separations, in any line screen you want.

In the past, if you wanted to print, retouch, or separate color images, you needed outside services. PhotoMac® puts creative control where it belongs—in your hands.

Change the colors in a photograph. Duplicate and combine images effortlessly. Paint, retouch, and airbrush with amazing precision in millions of colors. PhotoMac® manipulates 24-bit

resolution images using the standard 8-bit Macintosh II display.

When you're ready for layout, move pictures smoothly into desktop publishing software or create color separations for printing (in version 1.1, PhotoMac®'s process color separation capability is improved with an automatic tone adjustment feature). PhotoMac® version 1.1 even lets you perform electronic color stripping in your PageMaker®, QuarkXPress® 2.1, and Ready,Set,Go!™ documents. Simply place PhotoMac® images into your layout, and separate the text and images together. You have complete control over your design, from image concept through design to printing.



Before: A scanned-in image needs retouching to improve the skin tone. The retouched image will be pasted into a montage of other photos.

Actual CMYK Separation Example by PhotoMac® 1.1

Applications

- Graphic designers—retouch color photos and generate comps on color printers.
- Corporate desktop publishers—combine color photos with page layouts, creating documents ready for printing.
- Newspaper publishers—bring dynamic color photos to your publications quickly, easily, and inexpensively.
- Service bureaus—generate four-color separations using PostScript® imagesetters.
- Publishers—perform low-cost prepress (retouching, color correction, and separations).
- Corporate A/V departments—add retouched color slides and photos to your presentations.
- Photographers—scan and combine 35mm slides, and output the revised slides to a slide recorder.

Image capture

- Import images from popular paint, draw, and presentation programs.
- Read images scanned by 35mm slide scanners and flatbed scanners.
- Capture color video images using a QuickCapture™ frame grabber board with ColorKit™ software, or ColorCapture™ videographics board.

Compatible file formats

- Cut and paste images into other applications via the Clipboard.
- Import PICT®, PICT2, TIFF, and TIFF-24 (8-bit or 24-bit), TARGA, and VISTA files.
- Export images as PICT®, PICT2, TIFF, and TIFF-24 files (8-bit or 24-bit) to desktop publishing software.
- Compatible with PICT files generated by Apple's Color Extension and 32-bit QuickDraw™.
- Create new files from a freeform or rectangular selection of an image.

Powerful Macintosh windowing capabilities

- Open multiple images on your desktop for cutting and pasting quickly and easily.
- Nine magnification and reduction levels (32x to 1/8x) allow wide views or precise retouching.
- Image colors automatically adjust to show near 24-bit quality on the standard 8-bit Macintosh II monitor.

Color correction

- Change all or just some of the colors using RGB or LHS color controls.
- Adjust CMYK balance of printed images.
- Automatically correct image tonal balance.
- Manually adjust brightness and contrast.

Selecting and masking

- Select or protect part of an image for manipulation or retouching.
- Define regions precisely by adding and removing areas from a selection.
- Electronically mask (frisket) an image to protect it while you retouch adjacent areas.
- Automatically select discrete objects by color for masking.

After: Skin tones are adjusted with RGB color correction, and improved further in the separation process with Auto Tone Adjustment. The background is lifted away so the image can be easily pasted into other images, and the colors have been changed.

Actual CMYK Separation Example by PhotoMac® 1.1



1, 2. Original photos are scanned in.

3. The images are combined in a montage: the sea gull has been color-corrected, resized, and dropped in, and a windsurfer is added to the background. The people in the original beach shot are selected and removed, and a resized copy of the woman from our first shot has been pasted in.

4. The montage is brought into a brochure created in PageMaker, and the whole page is stripped together electronically and output as process-color separations on a Linotype L300.



Actual CMYK Separation Examples
by PhotoMac® 1.1

4 ▶



*Sea gull and windsurfer
photos by Frank Foster.

Realistic retouching

- Manipulate true-color (24-bit) photographic images.
- Retouch with transparent or opaque paints using a palette of over 16 million colors.
- Pick up paint colors from the image for automatic color matching.
- Work with a range of tools including paintbrushes and customizable airbrushes.

Creative photodesign

- Combine multiple photographs into a single montage.
- Export comping images to desktop publishing software.
- Automatically blend edges of pasted-in images.
- Work in pixels (picture elements), millimeters, or inches.
- Control screen refresh frequency for faster processing.

Special effects

- Resize all or just part of an image.
- Rotate arbitrary selections at any angle.
- Smooth or sharpen all or part of an image.
- Convert color pictures to monochrome.
- Change color negatives to positives.

Four-color separations for printing

- Create separations up to 11" x 17".
- Automatically optimize image tone appearance for printing.
- Control amounts of cyan, magenta, yellow, and black inks with undercolor removal and gray balance controls.
- Select any screen angle, and line screens including 120, 133, and 150 lines per inch.
- Prepare separations adjusted for coated, uncoated, or newsprint paper stocks.

Electronic color stripping

- Separate final layout (photos, text, graphics, all in position, with registration marks) with PageMaker, QuarkXPress 2.1, or Ready,Set,Go!

- Save up to 15% of total printing costs usually spent on manual stripping.
- Create for-position-only images that can be added to page layouts.

Output color images and separations

- Print color proofs on paper using a color thermal, ink jet, dye diffusion, or other color printer.
- Generate pre-press proofs from film.
- Output separations to high-resolution film printers.
- Bring color images into page layout and presentation software programs.
- Create 35mm slides with a color slide writer.

**PhotoMac®
input devices and
file formats**Software Packages

(PICT, PICT2)

CricketDraw 1.1

MacDraw® II

PixelPaint

Studio/8

(Clipboard)

Illustrator '88

MacPaint®

FreeHand™

Video Digitizer BoardsData Translation ColorCapture™
(DT2270) videographics
board (direct support)Data Translation QuickCapture™
(DT2255) frame grabber
board with ColorKit™ software
(TIFF-24)Scanners35mm Slide Scanners:

(TARGA, PICT2)

Barneyscan

Eikonix 1435

Howtek Scanmaster/35

Nikon LS-3500

Truvel T-35BWC

Flatbed Scanners:

(TIFF, PICT2)

Howtek Scanmaster

Sharp JX-300 and JX-450

Truvel TZ-3C and TZ-3BWC

**PhotoMac®
output devices and
file formats**Software Packages

(TIFF-24, PICT2, 8-bit and 24-bit)

PageMaker 3.0

QuarkXPress 2.1

Ready, Set, Go!

Cricket Presents

High-Resolution Film Printers(for generating process color
separations)

(CMYK PostScript)

Linotype L300

Varityper 4300

BirmySetter 300 and 400

Agfa/Compugraphic 9400, 9600,
and 9700Thermal Printers(for generating color proofs)
(TIFF-24, PICT2, QuickDraw)

Howtek Pixelmaster

Kodak SV6500 (via RGB video
output)

Tektronix 4693D

QMS® ColorScript®

Color Slide Writers(TIFF-24, PICT2 8-bit and 24-bit,
QuickDraw)

Matrix Digital Film Recorder

Mirus Digital Film Recorder

Presentation Technologies Montage

*Input and output options include, but
are not limited to, those listed above.**PhotoMac® 1.1 system
requirements**

- Apple Macintosh II, IIx, IIcx, or Macintosh SE/30 computer with color monitor
- Operating System 6.0.2 or later (MultiFinder™ optional)
- Minimum 40 Mbyte hard disk with 2 Mbytes RAM
- Apple-compatible color monitor and 8-bit video expansion card
- One of the compatible input devices listed in the "PhotoMac® input devices and file formats" list (this page)

**PhotoMac® 1.1 is shipped
with:**

- PhotoMac® program diskette
- Three sample image diskettes
- Comprehensive user manual
- Free technical support for the life of the product, advance notice of all software upgrades and future releases, and 90 days free replacement of any defective media

PhotoMac® is distributed by Data Translation, 100 Locke Drive, Marlboro, MA 01752, telephone (508) 485-3322; and by Bonsu/Microamerica Corporation, 631 River Oaks Parkway, San Jose, CA 95134, telephone (408) 434-0433, (800) 535-0900.

PhotoMac is a registered trademark of Avalon Development Group. Data Translation is a registered trademark, and ColorCapture, QuickCapture, and ColorKit are trademarks, of Data Translation, Inc. Other trademarks and registered trademarks are the property of their respective holders. © Copyright 1989, Data Translation, Inc. All rights reserved. Specifications subject to change without notice. 10-08861-2.

To order immediately: (508) 485-3322

For a dealer near you: (800) 535-0900